

Magnificent Mary Raises the Flag for Playgrounds for Children on National Sports Day

~ P&G pledges for building and supporting playgrounds for children across country ~

~ Moms from all walks of life join Mary Kom in her appeal for more playgrounds ~

Mumbai, August 29th 2012: Playing outdoors sow the seeds of fun, excitement, camaraderie and competency and it is one of the key elements that characterize childhood. Children need opportunities to explore experiment, reconfigure, expand, influence, change, marvel, discover, practice, push their limits, yell, sing, and create. Some of favorite childhood memories are linked to fun and carefree play that happens outdoor! To lay importance on the need for open spaces and playgrounds for children, ace boxer Mary Kom led a rally against the background of National Sports Day to champion the cause of building more playgrounds for children. The rally got an overwhelming response from mom brigade represented by celebrity moms like **Mandira Bedi, Mitali Kakar, Rajeshwari Badola, Mansi Roy and Suchitra Pillai** who came forward to show their support for the cause of playgrounds. P&G, a company that has been committed to helping moms make the most of their everyday, partnered with Mary Kom and the mom brigade in appealing for open spaces, playgrounds in the country so that their children can indulge in free play, rather than limiting them to the confines of home and school. P&G has committed to build and support 40 playgrounds in partnership with NGO Round Table India (RTI) and consumers can also help the company in its endeavor simply by buying P&G products during the months of July, August and September, and help build playground for children.* P&G has entered into a global partnership with the Olympic Movement to sponsor the next five Olympic Games till 2020 and through this partnership aims to build a better world through sports.

Active outdoor play has been on a constant decline due to several factors such as peer pressure at school, dependence on television and digital media amongst others. Today, children do not have the same opportunities for playing outdoors as their parents partly due to the disappearing playgrounds. Most moms believe that outdoor play is a natural and critical part of a child's healthy development.

Leading the brigade P&G ambassador, MC Mary Kom added, "In a healthy body lies a healthy mind and I totally understand the importance of outdoor activities and the significance of playgrounds as I have lived a life committed to sports. I come from a land where there are ample spaces for the children to play but when I travel the length and breadth of the country, it is disheartening to see that are not enough open spaces for children to go out and play and therefore they end up playing virtual games online. I have pledged to promote the cause of sports in the country by building a boxing academy and I am hopeful that through this campaign more people will now be aware of the fact that the well being of our children lies just as much as in studies as in sports activities."

“I am also extremely delighted that on occasion of National Sports Day P&G is committing to build 40 playgrounds for children across India. Let us hope to create awareness about the importance of having open spaces, and help in identifying and nurturing young champions who can represent India on global fronts in future.” She further added.

P&G’s purpose is to make small but meaningful differences to the lives of the people who use their products every day - both in the India and around the world. These include brands such as Pampers, Ariel, Tide, Whisper, Olay, Oral-B, and Whisper amongst several others.

* Donations upon purchase of specific P&G products brought between July till September

About P&G

P&G is one of the largest and amongst the fastest growing consumer products companies in India. Its presence spans across the Beauty & Grooming segment, the Household Care segment as well as the Health & Well Being segment, with trusted brands that are household names across India. These include Vicks, Ariel, Tide, Whisper, Olay, Gillette, Ambipur, Pampers, Pantene, Oral-B, Head & Shoulders, Wella and Duracell. P&G operates under three entities in India, two listed entities 'Procter & Gamble Hygiene & Health care Limited' and 'Gillette India Limited', as well as one 100% subsidiary of the parent company in the U.S. called 'Procter & Gamble Home Products'. Please visit www.pg-india.com for further details.

Media Contact

Name: Kirti Khemchandani | Chaitra Shetty

Company: Corporate Voice| Weber Shandwick

Telephone: +91 22 40311233 | +91 22 40311246

Mobile: +91 9820550976 | +91 9860085019

E-mail: kirti@corvoshandwick.co.in; chaitrashetty@corvoshandwick.co.in

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